

WXYZ

ORDER

Flight Dates 08/15/12-08/20/12

<u>Order Sep</u> 00:20:00

Product <u>Estimate #</u> 813820

Contract / Revision 307923 / The People Should Decide - DIBC2 Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

08/14/12 08/15/12 Billing Contact Order Type GENERAL

Advertiser The People Should Decide C Billing Cycle EOM/EOC

814 King Street - Suite 400 Billing Calendar BROADCAST

Alexandria, VA 22314-3039

Demographic

Agency Smart Media Group Rev Codes POL POL

Buying Contact
Sales Office EWSDC Product Codes PL

814 King Street - Suite 400 Sales Region NAT Priority P-1

Alexandria, VA 22314-3039 Agency Ref Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Competing Station	on % of Order	Amount
CABLE	%	_
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Market Value

Order Share %

A25-54

ISS Ballot

Order Totals Billing Plan

of Spots Rating Start Date End Date Month Net Amount Gross Amount # Spots Net Amount Gross Amount August 2012 36 \$10,138.38 \$11,927.50 0.00 07/30/12 08/20/12 36 \$10,138.38 \$11,927.50 36 \$10,138.38 0.00 \$11,927.50 **Totals**

									Tota	ıls
Ln Ch Start End	Inventory Code	Break	Start/End Tir	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WXYZ 08/15/12 08/20/12	12p Noon News 12p News	СМ	12-1p	2- 222	:15	8	\$260.00 P-4	0.00 NM	8	\$2,080.00
Start Date End Date Week: 08/15/12 08/21/12	Weekdays 2-222	Spots/Week 8	Rate \$260.00	Rating 0.00						
N 2 WXYZ 08/15/12 08/20/12	GMA M-F 7-9am M-F 7-9am	СМ	7-9am M-F	2- 222	:15	8	\$422.50 P-4	0.00 NM	8	\$3,380.00
Start Date End Date Week: 08/15/12 08/21/12	Weekdays 2-222	Spots/Week 8	Rate \$422.50	Rating 0.00						
N 3 WXYZ 08/15/12 08/20/12	7p News M-F 7-730p	СМ	7-730pm M-F	1-111	:15	4	\$487.50 P-4	0.00 NM	4	\$1,950.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 08/27/12

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WXYZ
Contract / Revision

Contract / Revision 307923 Flight Dates 08/15/12-08/20/12 Hiatus Dates

<u>Original Date / Revision</u> 08/14/12/ 08/15/12 <u>Order Sep</u> 00:20:00

Advertiser The People Should Decide Product The People Should Decide - Estimate # 813820

N 3 WXYZ 08/15/12 08/20/12 7p News	l Ol- Ot	F., .1	l	Donale	Ot + / F 1 - T :-	D	L O	- 4 -	Data Dei	Dt T	Tota	
M-F 7-730 M-F	Ln Ch Start	End	Inventory Code			,		ots		Rtg Type	Spots	Amount
Week: 08/15/12 08/21/12 08/21/12 08/21/12 08/18/12 08/	N 3 WXYZ 08/15/	12 08/20/12		СМ	7-730pm M-F	1- 111	:15	4	\$487.50 P-4	0.00 NM	4	\$1,950.00
N 4 WXYZ 08/18/12 08/18/1	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Start Date End Date Weekdays Spots/Week Rate Nating Nation News SAT 8am CM SAT 8-9am Start Date Start	Week: 08/15/12	08/21/12	1- 111	4	\$487.50	0.00						
Week: 08/15/12 08/21/12 08/	N 4 WXYZ 08/18/	12 08/18/12		_	SAT 7-8am	S-	:15	2	\$195.00 P-4	0.00 NM	2	\$390.00
N 5 WXYZ 08/18/12 08/18/12 O8/18/12 O8/18/1	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Start Date End Date Weekdays Spots/Week Rate Rating Start Date Week 15/12 O8/19/12 O8/19/1	Week: 08/15/12	08/21/12	S-	2	\$195.00	0.00						
Week: 08/15/12 08/21/12 S- 2 \$162.50 0.00 N 6 WXYZ 08/19/12 08	N 5 WXYZ 08/18/	12 08/18/12			SAT 8-9am	S-	:15	2	\$162.50 P-4	0.00 NM	2	\$325.00
N 6 WXYZ 08/19/12 08/19/12 08/19/12 08/19/12 08/21/12 08/19/12 08/21/12				Spots/Week 2								
Start Date Meek: 08/15/12 08/21/12 0		12 08/19/12	GMA SUN 7-8am	CM	SUN 7-8am	S	:15	2	\$195.00 P-4	0.00 NM	2	\$390.00
N 7 WXYZ 08/19/12 08/19/12 Action News SUN 8am CM Sun 8-930am S :15 3 \$162.50 P-4 0.00 NM 3 \$487.50			GMA SUN 7-8am	1					•			,
N 7 WXYZ 08/19/12 08/19/12 Action News SUN 8am CM SUN 8am	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Action News SUN 8am Start Date End Date Weekdays Spots/Week Rate Rating 0.00	Week: 08/15/12	08/21/12	S	2	\$195.00	0.00						
Week: 08/15/12 08/21/12 S 3 \$162.50 0.00 N 8 WXYZ 08/15/12 08/20/12 6p News 6-630pm M-F CM 6-630pm M-F 1-111 :15 4 \$487.50 P-4 0.00 NM 4 \$1,950.00 NM Start Date Week: 08/15/12 End Date 08/21/12 Weekdays 1-111 4 \$487.50 0.00 Rating 0.00 0.00 N 9 WXYZ 08/18/12 08/18/12 Early News Sa 6-630pm Sat 0.00 CM 6-630pm Sat 0.00 S- :15 2 \$325.00 P-4 0.00 NM 2 \$650.00 NM Start Date Week: 08/15/12 End Date 08/21/12 Weekdays 08/21/12 Spots/Week Rate Rating 0.00 Rating 0.00 N 0.00 NM 1 \$325.00 P-4 0.00 NM	N 7 WXYZ 08/19/	12 08/19/12			Sun 8-930am	S	:15	3	\$162.50 P-4	0.00 NM	3	\$487.50
N 8 WXYZ 08/15/12 08/20/12 6p News 6-630pm M-F 1-111 :15 4 \$487.50 P-4 0.00 NM 4 \$1,950.00 Start Date End Date Weekdays Spots/Week Rate Rating 0.00	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Start Date End Date Weekdays Spots/Week Rate Start Date Start Date End Date Weekdays Spots/Week Start Date Start Date Start Date End Date Weekdays Spots/Week Rate Start Date Start Date Start Date Size Spots/Week Spots/Week Rate Rating Start Date Size Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots/Week Size	Week: 08/15/12	08/21/12	S	3	\$162.50	0.00						
Week: 08/15/12 08/21/12 1-111 4 \$487.50 0.00 N 9 WXYZ 08/18/12 08/18/12 08/18/12 Early News Sa Sa 6-630p CM 6-630pm SatS- :15 2 \$325.00 P-4 0.00 NM 2 \$650.00 NM Start Date Week: 08/15/12 08/21/12 08/21/12 08/21/12 End Date OB/21/12 08/21/12S- 2 \$325.00 0.00 Rating OB/21/12 NM 0.00 N10 WXYZ 08/19/12 08/19/12 08/19/12 Sports Update 1130-12nCM 1130pm-12amS :15 1 \$325.00 P-4 0.00 NM 1 \$325.00 P-4 0.00 NM	N 8 WXYZ 08/15/	12 08/20/12	•	СМ	6-630pm M-F	1- 111	:15	4	\$487.50 P-4	0.00 NM	4	\$1,950.00
N 9 WXYZ 08/18/12 08/18/12 Early News Sa CM 6-630pm SatS- :15 2 \$325.00 P-4 0.00 NM 2 \$650.00 Sa 6-630p Week: 08/15/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Sa 6-630p Start Date End Date Weekdays Spots/Week Rate Rating N10 WXYZ 08/19/12 08/19/12 08/19/12 Sports Update 1130-12nCM 1130pm-12am S :15 1 \$325.00 P-4 0.00 NM 1 \$325.00 SU 1130p-12a Su 1130p-12	Week: 08/15/12	08/21/12	1- 111	4	\$487.50	0.00						
Week: 08/15/12 08/21/12 S- 2 \$325.00 0.00 N10 WXYZ 08/19/12 08/19/12 Sports Update 1130-12ncM 1130pm-12am S :15 1 \$325.00 P-4 0.00 NM 1 \$325.00 P-4	N 9 WXYZ 08/18/	12 08/18/12	•	СМ	6-630pm Sat	S-	:15	2	\$325.00 P-4	0.00 NM	2	\$650.00
N10 WXYZ 08/19/12 08/19/12 Sports Update 1130-12nCM 1130pm-12amS :15 1 \$325.00 P-4 0.00 NM 1 \$325.00 SU 1130p-12a	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
SU 1130p-12a	Week: 08/15/12	08/21/12	S-	2	\$325.00	0.00						
	N10 WXYZ 08/19/	12 08/19/12		30-12n € M	1130pm-12ar	nS	:15	1	\$325.00 P-4	0.00 NM	1	\$325.00
Start Date	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/15/12 08/21/12S 1 \$325.00 0.00	Week: 08/15/12	08/21/12	S	1	\$325.00	0.00						

Totals 36 \$11,927.50